



## SAMPLE LESSON PLANS

### Grade 7- Health Promotion

#### Unit 5

##### **SOLs:**

- 7.1.J Identify consumer protections for health products and services.
- 7.2.G Evaluate the accuracy of claims about dietary supplements and popular diets
- 7.3.G Promote the importance of regular health and medical screenings and medical examinations.
- 7.3.K Evaluate the validity of information from different resources, and share findings with others.
- 7.3.L Identify a health care product or service for students, families, schools, or communities.
- 7.3.M Demonstrate how to influence others to make positive health choices.

#### **Title: Evaluating Fraudulent Health Claims**

**Objectives/ Goals:** Students will research and evaluate claims about health products and services. Students will create a persuasive ad for a positive health choice.

#### **Materials:**

- Access to computers, printers, paper
- Pre-identified lists of “questionable” and “positive” health products and services

#### **Procedure:**

- Share reference information with students.

##### Activity #1

- Have students identify one questionable health product or service to research on the internet. For their research, they must visit at least one site with web addresses ending in .gov, .edu and .org, and three sites with web addresses ending in .com sites.
- The students should create a poster or presentation that (1) includes a cited excerpt of the page’s information; (2) summarize what they found on each site; and (3) includes responses to the following questions (*source: Kids Health Media Literacy Teacher’s Guide*):

- \* Website name and URL:
- \* Publisher or organization that operates the site:
- \* Is it reviewed by a doctor or medical expert?
- \* Is the site current? When was it last updated?
- \* Is there advertising on the site? If yes, how might this influence the information on the site?
- \* Is the information on the website documented?
- \* Are the links relevant and functioning?

## Activity #2

- Help students select one positive health product or service.
- The students should engage in internet research to document credible evidence that the product/service is recommended:
  - \* Website name and URL:
  - \* Publisher or organization that operates the site:
  - \* Is it reviewed by a doctor or medical expert?
  - \* Is the site current? When was it last updated?
  - \* Is there advertising on the site? If yes, how might this influence the information on the site?
  - \* Is the information on the website documented?
  - \* Are the links relevant and functioning?
- The student should then use at least one advertising technique to develop a one page ad to influence others to make positive health choices and share their ad with the class.

## Assessment Ideas:

- Evaluate student participation and response to activity assignments.

## References:

- Family Doctor.Org (American Association of Family Physicians) – Finding Reliable Health Information on the Web <https://familydoctor.org/health-information-on-the-web-finding-reliable-information/?adfree=true>
- Food and Drug Administration - FDA – How to Spot Health Fraud <http://www.fda.gov/Drugs/EmergencyPreparedness/BioterrorismandDrugPreparedness/ucm137284.htm>
- Federal Trade Commission – FTC – Truth in Advertising: Health and Fitness Claims <https://www.ftc.gov/news-events/media-resources/truth-advertising/health-claims>
- Iowa Children’s Hospital – Online Health Information What Can You Trust <https://uichildrens.org/online-health-information-what-can-you-trust>
- Kids Health Grade 6-8 Media Literacy and Health Teacher’s Guide [https://classroom.kidshealth.org/classroom/6to8/personal/growing/media\\_literacy\\_health.pdf](https://classroom.kidshealth.org/classroom/6to8/personal/growing/media_literacy_health.pdf)
- Medline Plus - Evaluating Health Information <https://medlineplus.gov/evaluatinghealthinformation.html>
- Medline Plus - Guide to Healthy Web Surfing

<https://medlineplus.gov/healthywebsurfing.html>

- Media Literacy -Recognizing Propaganda:  
<http://www.glencoe.com/sec/health/teachres/lessonplans/mlshampoo.shtml>
- NIH Office of Dietary Supplements  
<https://ods.od.nih.gov/HealthInformation/consumerprotection.sec.aspx>
- Read Write Think – Analyzing Ads Persuasive Techniques  
[http://www.readwritethink.org/files/resources/lesson\\_images/lesson1166/AnalyzingAds.pdf](http://www.readwritethink.org/files/resources/lesson_images/lesson1166/AnalyzingAds.pdf)